



CITY OF  
**HAYWARD**  
HEART OF THE BAY

# **Sustainability Policies in the 2040 General Plan**

**April 3, 2013**

**Erik Pearson, *Environmental Services Manager***

**Public Works Department - Utilities & Environmental Services**



# General Plan Update



- Process began in November 2012
- Draft General Plan to be released September 2013
- New General Plan to be adopted June 2014



# Hayward's Climate Action Plan

- Adopted in July 2009
- Includes GHG reduction goals:
  - 12.5% below 2005 levels by 2020
  - 82.5% below 2005 levels by 2050

# Nine Implementation Strategies

1. Transportation & Land Use: Reduce Vehicle Miles Traveled
2. Transportation: Decrease Carbon-intensity of Vehicles
3. Energy: Improve Energy Performance of Existing Buildings
4. Energy: Improve Energy Performance of New Buildings
5. Energy: Use Renewable Energy
6. Solid Waste: Increase Waste Reduction and Recycling
7. Sequester Carbon
8. Climate Change Adaptation
9. Engage and Educate Community

# 2002 General Plan Elements

1. Land Use
2. Circulation
3. Economic Development
4. Housing
5. Community Facilities and Amenities
6. Conservation and Environmental Protection
7. Public Utilities and Services


# Why Incorporate the CAP into the General Plan?

- CAP actions will be elevated to the same level of importance as General Plan policies
- Reduce policy redundancy
- Streamline staff implementation
- Streamline development review process



# Organization of New General Plan

## General Plan will include an Implementation Plan

 <b>Table 4-10 Environmental Resources Implementation Programs</b>		2009–2011	2012–2015	2016–2030	Annual	Ongoing
<b>13.</b> The City shall submit an annual report to the City Council on implementation of the Climate Action Plan. The report shall be made available to the public and responsible city officials. <i>(PSR)</i>						
<b>Implements Which Policy(ies)</b>	ER 6.1.7; ER 6.1.8; ER 6.1.9; ER 6.1.19					
<b>Responsible Department(s)</b>	General Services					
<b>Supporting Department(s)</b>	Planning, Economic Development, and Development Services					
<b>14.</b> The City shall continue to enforce its existing ordinance that limits idling of diesel vehicles used in construction projects. <i>(PSR)</i>						
<b>Implements Which Policy(ies)</b>	ER 6.1.12					
<b>Responsible Department(s)</b>	Planning, Economic Development, and Development Services					
<b>Supporting Department(s)</b>	N/A					



# Existing General Plan Policies

See Attachment I

Attachment I

Existing General Plan	
Policy or Strategy	Existing General Plan Policies and Strategies that may be Considered as part of the Climate Action Plan
<b>Land Use Element</b>	
1.4	Promote mixed-use development where appropriate to ensure a pedestrianfriendly environment that has opportunities such as housing, jobs, child care, shopping, entertainment, parks and recreation in close proximity.
2.0	Support higher-intensity and well-designed quality development in areas within ½ mile of transit stations and ¼ mile of major bus routes in order to encourage nonautomotive modes of travel. (and all supporting strategies)
5.0	Promote transit-oriented development in the Mission/Foothill Corridor in order to help relieve regional congestion and create a distinctively attractive commercial boulevard.
8.4	Promote walkable neighborhoods by encouraging neighborhood-serving commercial activities within residential areas.
8.5	Encourage development that is designed to provide direct pedestrian connections between housing and supporting activities.
<b>Circulation Element</b>	
1.2	Support transportation plans that incorporate alternatives to automobile use.
4.2	Provide leadership in educating the community about the benefits of commuting via alternative transportation modes and other ways to help the environment in making transportation choices.
4.4	Encourage use of telecommuting and home offices to reduce the need for trips to work, shopping, libraries, and other frequent destinations.
4.5	Provide leadership in development of regional and local Transportation Demand Management strategies (e.g., HOV lanes, preferential parking, car/van pools, casual car pools, subsidized transit passes).
5.0	Improve Coordination among Public Agencies and Transit Providers (and all supporting strategies)
8.0	Create Improved and Safer Circulation Facilities for Pedestrians. (and all supporting strategies)
9.0	Provide the opportunity for safe, convenient and pleasant bicycle travel throughout all areas of Hayward. (and all supporting strategies)
10.0	Encourage Land Use Patterns that Promote Transit Usage. (and all supporting strategies)
12.3	Promote shuttle service between the Amtrak and BART stations and other focal points in the Downtown area.
12.4	Improve access to and circulation within the Industrial Corridor, especially with regard to public transportation.
13.0	Provide for Future Parking Demand in Ways that Optimize Mode Choice
<b>Economic Development Element</b>	
No existing ED policies are Sustainability-Related	
<b>Housing Element</b>	
2.5	Promote sustainable housing practices that incorporate a 'whole system' approach to siting, designing, and constructing housing that is integrated into the building site, consumes less water and improves water quality, reduces energy use, and other resources, and minimizes its impact on the surrounding environment. (This policy will be implemented through existing ordinances and guidelines such as the Green Building Ordinance, the recently adopted Environmentally Friendly Landscape Guidelines (with an implementing ordinance expected to be adopted in the spring of 2010), the Water Efficient Landscape Ordinance, and the Alameda County Clean Water Program.)
<b>Community Facilities and Amenities Element</b>	
6.5	Consider additional greenway linkages along fault corridors and in other areas to encourage walking and cycling and to provide improved access to activity centers
<b>Conservation and Environmental Protection Element</b>	
3.0	Protect existing watercourses and enhance water quality in surface water and groundwater sources. (and all supporting strategies)
4.7	Encourage the planting of native vegetation to preserve the visual character of the area and reduce the need for toxic sprays and groundwater supplements.
9.4	Continue collection program for household toxic wastes and small business generators
9.5	Provide educational materials concerning hazardous materials to the general public and enforcement agencies
10.0	Incorporate measures to improve air quality in the siting and design of new development. (and all supporting strategies)
11.0	Maintain improved air quality by creating efficient relationships between transportation and land use. (and all supporting strategies)
12.0	Support implementation of Transportation Control Measures adopted by the Bay Area Air Quality Management District (and all supporting strategies)
<b>Public Utilities &amp; Services Element</b>	
4.0	Public facilities will be maintained and operated in a manner that protects and enhances the environment. (and all supporting strategies)
5.0	Hayward will promote energy conservation. (and all supporting strategies)





# Existing CAP Actions

See Attachment II

Attachment II

Existing Climate Action Plan								
Action Number	Full Description (key words are in red to assist the reader)	Estimated Annual Emissions Reductions (metric tons CO <sub>2</sub> e) <small>*assumes Scenario 2 fuel economy and renewable electricity generation and that program goals are achieved</small>		Percent contribution to target reductions (from projected business as usual projections)		Priority Identified in CAP	Year to Begin Implementation	Staff Comments Regarding Possible Revisions
		2020	2050	2020	2050			
Strategy 1 – Transportation and Land Use: Reduce Vehicle Miles Traveled								
Total (community-wide actions implemented and long-term Strategy goals achieved)		32,859	99,174	21.2%	9.3%			
Community-wide Actions								
Increase the Use of Alternative Modes of Transportation								
Action 1.1	Assist businesses in developing and implementing <b>commuter benefits programs</b> . A commuter benefits program might consist of an offer to provide discounted or subsidized transit passes, emergency ride home programs, participation in commuter rideshare programs, parking cash-out or parking pricing programs, or tax credits for bike commuters.	2,286	8,106	1.5%	0.8%	21	2012	may be revised to reflect AB 1339 - "regional commute benefit requirement" ( <a href="http://rideshare.511.org/employers/sb_1339.aspx">http://rideshare.511.org/employers/sb_1339.aspx</a> )
Action 1.2	Assist businesses in developing and implementing <b>car sharing programs</b> , such as Zip Car® or City Car Share, and encourage large employers such as the colleges and Hayward Unified School District (HUSD) to implement such programs.	416	7,283	0.3%	0.7%	18	2015	
Action 1.3	Modify City parking ordinances to incentivize walking, biking, and public transit by employing <b>parking strategies</b> that include adding bicycle parking, increasing the number of parking spots with time limits, adjusting parking time limits to correspond with adjacent building uses, increasing the number of paid parking spaces, and making space location and fees consistent with demand targets.		9,471	0.0%	0.9%	23	2025	implement sooner
Improve Effectiveness of Transportation Circulation System								
Action 1.4	Collaborate with <b>BART and AC Transit</b> to explore short- and long-term opportunities to <b>expand services</b> (for example, to extend rapid bus service from Bay Fair to the South Hayward BART Station and pursue a hydrogen fueling station for both buses and personal vehicle use, and improve transit stations by expanding amenities at stations).	3,062	15,199	2.0%	1.4%	16	2012	may be amended to consider additional alternatives (additional bus/shuttle providers)
Action 1.5	Continue to implement and expand the City-wide <b>bicycle master plan</b> through aggressive pursuit of grants and other sources of funding which could be used to expand bike lanes and bike parking facilities. Assist businesses in creating or expanding bike-to-work incentive programs, including bike sharing, adequate secure bike parking, bike maps of the City, bike safety classes, and other incentives that reward bikers.	2,419	7,610	1.6%	0.7%	22	2009	
Action 1.6	Develop and implement a City-wide <b>pedestrian master plan</b> that improves the convenience, safety, and attractiveness of and access to pedestrian ways. Update the plan on a regular basis to ensure that walkability improves over time.	1,394	7,121	0.9%	0.7%	24	2012	to be adopted by 2014
Action 1.7	Update the City's <b>Circulation Element</b> of the General Plan to locate, evaluate appropriate transit modes such as street car, bus rapid transit, or other modes that eventually decrease the need for personal vehicles for travel within the City. The Plan should integrate pedestrian, bicycles, and transit modes with motor and other vehicles. When proposing changes to the transportation system, the City should consider the climate impacts and give preference to solutions that reduce auto dependency and minimize GHG emissions.	emissions reductions were not quantified					2014	to be adopted by 2014 (change to "implementation")
Action 1.8	<b>Improve traffic flow</b> and reduce vehicle idling by means of synchronized signals, transit and emergency signal priority, and other traffic flow management techniques. When developing the program, Hayward should work with the Metropolitan Transportation Commission and the Alameda County Congestion Management Agency to expand roadway and intersection performance metrics to include pedestrian, bicycle, and level of service criteria to measure quantitative and qualitative metrics such as accessibility, intersection crossing times, and other relevant data. It is recommended that Hayward use evaluation criteria that consider costs and GHG reduction benefits of biking, walking, carpooling, and public transit.	23,061	21,875	14.9%	2.0%	10	2015	
Utilize Zoning & Land-use Mechanisms to Minimize Need for Transportation								
Action 1.9	In order to encourage non-automotive modes of travel, continue to implement and update the General Plan Circulation and Land Use Elements pertaining to smart <b>growth</b> principles that support higher-density, mixed-use, and well-designed development in areas within ½ mile of transit stations and ¼ mile of major bus routes. Amend the Municipal Code Zoning, Subdivision, and Off-Street Parking Standards to incorporate smart growth principles, policies, and development standards consistent with recommendations provided in the Executive Action Plan of the CAP.	emissions reductions were not quantified					continuous	
Action 1.10	Explore the development of <b>zoning and development standards</b> that consider both the land uses and the urban design and form of buildings and public space, where the new standards will result in reduced GHG emissions.	emissions reductions were not quantified					continuous	
Action 1.11	Explore potential strategies related to the creation of <b>additional affordable housing</b> to sell to buyers employed in Hayward but who currently reside in other areas and commute to work in Hayward. For example, consider implementing a community land trust to purchase and resell foreclosed properties. The program	emissions reductions were not quantified					timing not determined	



# Possible New Sustainability Policies

See Attachment III

Attachment III

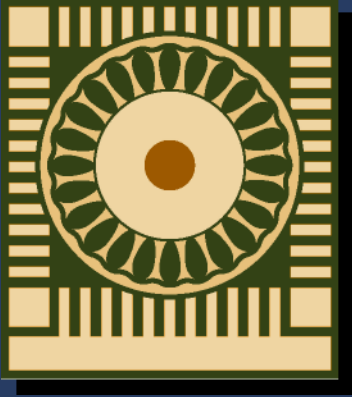
Possible New Sustainability & CAP-Related Policies		Notes
<b>Economic Development</b>		
1	work with County to expand Green Business Program	
2	work with local businesses to promote Green Business Program	
3	attract more businesses in the renewable and energy efficiency sector	
<b>Quality of Life</b>		
4	modify land use regulations and partner with community groups to support community gardening	
5	modify land use regulations and partner with community groups to support additional farmers markets	
<b>Consumption &amp; Waste</b>		
6	educate community - consume fewer animal products (e.g. support Meatless Mondays)	
7	educate community - reduce overall consumption	
8	implement water conservation strategies and programs to achieve water use targets in accordance with the Water Conservation Act of 2009, as defined in the City's 2010 Urban Water Management Plan. Strategies may include a mix of financial incentives, legislative actions, and education.	
9	consider adoption of a zero waste goal	
<b>Energy</b>		
10	support/participate in Property Assessed Clean Energy (PACE)	to replace CAP actions 3.7, 3.8, 3.9
11	require energy benchmarking for commercial buildings	replace CAP action 3.3
12	support/promote on-bill financing	to replace CAP actions 3.7, 3.8, 3.9
13	participate in collaborative efforts aimed at encouraging PG&E to offer green power options to local customers	
14	collaborate with regional and PG&E efforts to encourage energy audits of residential buildings	
15	collaborate with regional and PG&E efforts to encourage energy audits of commercial buildings	
16	encourage disclosure of energy use - residential	
17	encourage disclosure of energy use - residential	
18	collaborate with regional efforts to develop a retrofit program for Multi family residential buildings	
19	partner with PG&E, leverage resources....	
<b>Transportation</b>		
20	consider/explore shuttle program (feasibility study)	
21	develop incentives for electric vehicle charging infrastructure	



# Next Steps

Date	Task
April 3	Sustainability Committee Meeting
April 4	General Plan Update Task Force Meeting
	Staff to work with consultant team to draft new policies/actions and quantify GHG reductions
July 3	New policies/actions with GHG reductions to Sustainability Committee
July 11	New policies/actions with GHG reductions to Task Force
July 30	New policies/actions with GHG reductions to Planning Commission and City Council





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